



# JOHN CHIANG

## California State Controller

### MEETING NOTICE AND AGENDA FOR THE REGULAR MEETING OF THE STATE CONTROLLER'S FINANCIAL LITERACY ADVISORY COMMITTEE

Tuesday, February 11, 2014 | 9:00 to 11:00 a.m.

**State Controller's Office**  
777 S. Figueroa St., #4800  
Los Angeles, CA 90017

**UCLA Anderson School of Management**  
110 Westwood Plaza, #D410  
Los Angeles, CA 90077

**EARN Office**  
235 Montgomery St., # 470  
San Francisco, CA 94104

#### Controller Welcome and Introductions

- Update on Money Smart Week
  - Overview – <http://www.moneysmartweek.org/>
  - Structure / Partners
  - Name
  - Next Steps
- Using Mobile and Online Technology to Improve Financial Capability
  - Menekse Gencer, Founder, mPay Connect  
The Mobile Money Movement: Catalyst to Jumpstart Emerging Markets
  - Ben Mangan, President + Chief Executive Officer, Earned Assets Resource Network (EARN)  
[www.fireflyaccount.org](http://www.fireflyaccount.org)
  - Martha Lucey, Chief Education Officer, Clear Point Credit Counseling  
*Saber es Poder*, The Latino Empowerment Network Pilot Program
  - Shlomo Benartzi, Professor and co-chair of the Behavioral Decision Making Group, UCLA Anderson School of Management -- How Mobile Phones Can Solve the Retirement Savings Crisis
  - Summary research on online financial and budgeting tools
- Legislative Updates
  - Jose A. Quinonez, CEO, Mission Asset Fund
- Public Comment
- Adjournment

Meeting contact: Kim Stevens, State Controller's Office: (916) 445-2636